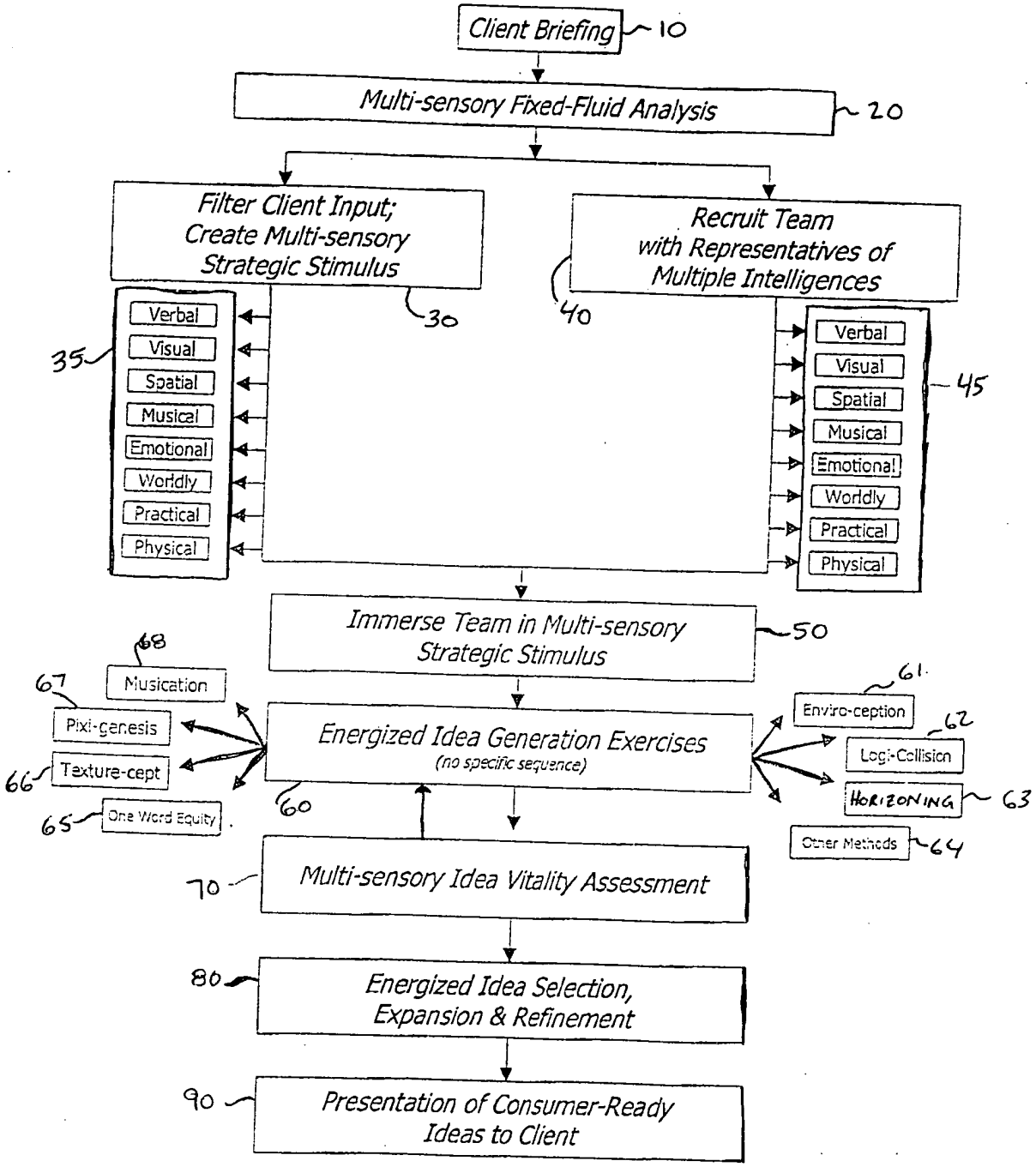
Client Briefing
10
Multi-sensory Fixed-Fluid Analysis
20
Filter Client Input; Create Multi-sensory Strategic Stimulus
30
Recruit Team with Representatives of Multiple Intelligences
40
35
Verbal
Visual
Spatial
Musical
Emotional
Worldly
Practical
Physical
45
Immerse Team in Multi-sensory Strategic Stimulus
50
68
Musication
67
Pixi-genesis
66
Texture-cept
65
One Word Equity
Energized Idea Generation Exercises
(no specific sequence)
60
61
Enviro-ception
62
Logi-Collision
Horizoning
63
Other Methods
64
Multi-sensory Idea Vitality Assessment
70
Energized Idea Selection, Expansion & Refinement
80
Presentation of Consumer-Ready Ideas to Client
90

FIG. 1

MULTI-SENSORY FIXED-FLUID ANALYSIS

	Fixed	Fluid
Verbal Elements		
Names		
Brand name	—	—
Form Name	—	—
Version Names	—	—
Benefits		
Strategic Brand Benefit	—	—
Variant Benefits	—	—
Other		
Any key identity phrases	—	—
Brand story (legend & lore)	—	—
Visual elements		
Color Palette	—	—
Graphics/iconography	—	—
Key Imagery	—	—
Audio elements		
Musical Identity	—	—
Voice quality	—	—
Tactile elements		
Package shape	—	—
Package material	—	—
In-store display structures	—	—
Product textures	—	—
Experiential Elements		
Product usage experience	—	—
Product choice/versioning	—	—
Web experience	—	—
In-store experience	—	—
In-store themes	—	—
Distribution points	—	—
Physical Elements		
Product category	—	—
Product technology		
current	—	—
future	—	—
Numerical Elements		
Pricing	—	—
Sizing	—	—
Interpersonal/Emotional Elements		
Primary target consumer	—	—
Secondary target consumer	—	—
Product use social context	—	—

200

FIG. 2

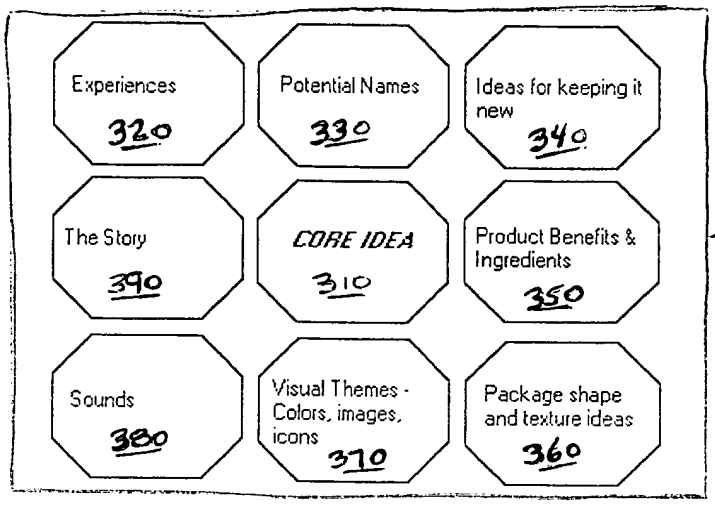
Experiences
320
Potential Names
330
Ideas for keeping it new
340
The Story
390
CORE IDEA
310
Product Benefits & Ingredients
350
Sounds
380
Visual Themes - Colors, images, icons
370
Package shape and texture ideas
360
300

FIG. 3